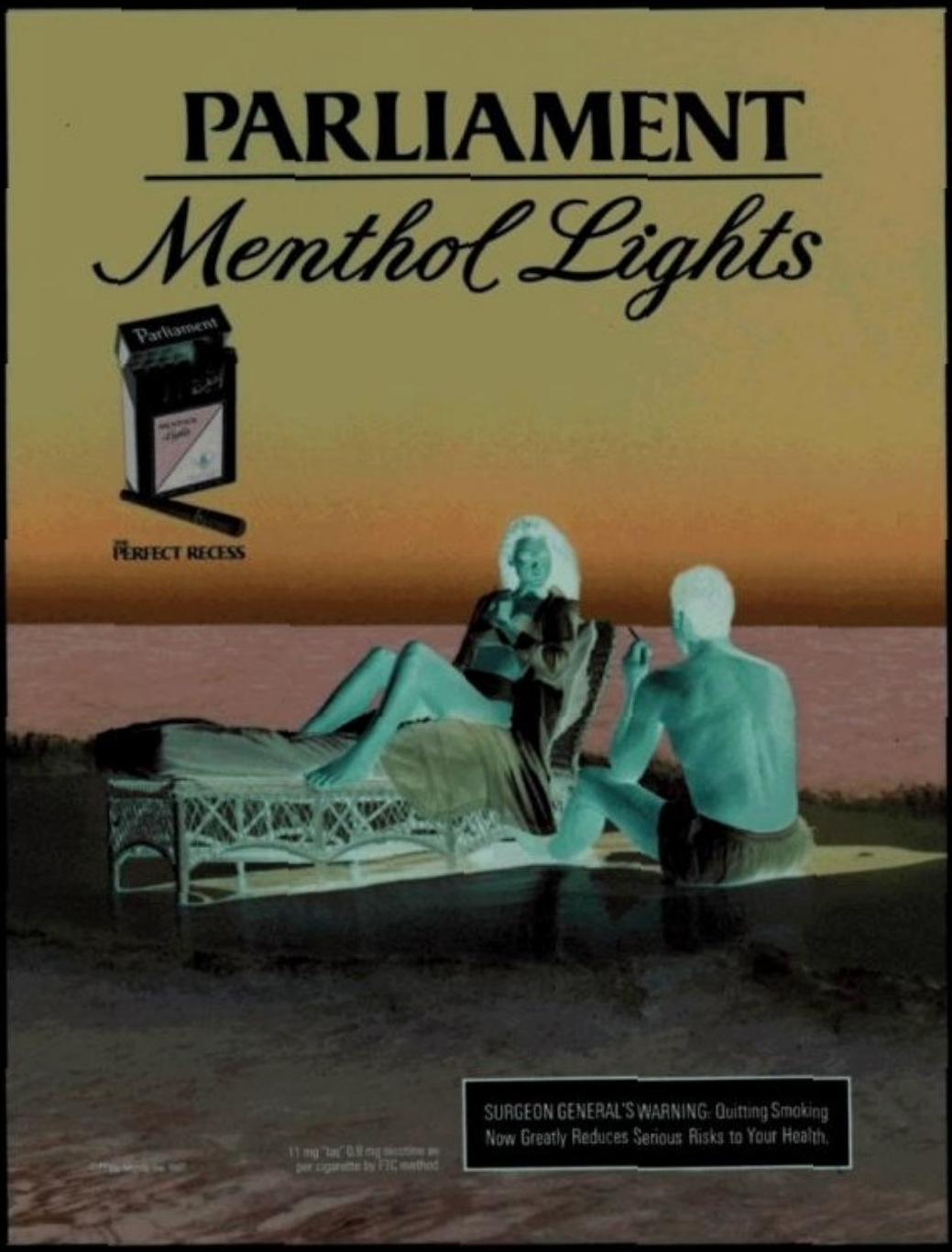
PARLIAMENT
Menthol Lights
Parliament
THE PERFECT RECESS
SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.
11 mg "tar" 0.9 mg nicotine av. per cigarette by FTC method

PHILIP MORRIS INC.
THIS ADVERTISEMENT PREPARED BY YOUNG & RUBICAM NY

Job Number:	M7920	Warning Statement:	B
Ad Number:	PAR 1347 B3	Warning Exhibit:	2
Title:	Chase - Consumer Size 3Q RWS	Qtr. of Cover Date:	3
Ad Size:	Consumer Magazines Size	Cover Date:	August 1997
	Bleed: 8 1/2" x 11 1/8" Live: 7" x 10"	T&N:	10 pt
Publications:	Consumer-size Publications	Year:	© 1997

Codes: PMU PAR (15-1-12) SH 0497 Art—R. McDuffey, F. Corbo Acc't Mgt—C. Wilson

3rd QUARTER

IMPORTANT NOTICE FOR MATERIALS COVERED BY INSERTION ORDERS FOR PUBLICATIONS HAVING A COVER DATE ENCOMPASSING ONE MONTH OR LESS

IMPORTANT NOTICE

This advertisement complies with the legal requirement for the correct Surgeon General's Warning Statement and a "tar" and nicotine line which must appear in all cigarette advertising. Check proofs and repro materials you receive to be certain they match each other. UNDER NO CIRCUMSTANCES ARE YOU TO RUN SUBSTITUTE MATERIALS, ALTER OR OMIT ANY COPY WITHOUT PRIOR APPROVAL FROM THE AGENCY SUBMITTING MATERIALS OR USE THESE MATERIALS ON ANY DATE(S) OTHER THAN SHOWN ON THE INSERTION ORDER UNLESS YOU RECEIVE A SUBSEQUENT INSERTION ORDER AUTHORIZING A REPEAT. These materials may appear only in publications with a cover date between the period July 1 through September 30. You must destroy these materials to avoid their improper use after this period.

2061037178
2061037178
Source: https://www.industrydocuments.ucsf.edu/docs/szgp0003